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# ATLAS PACKING CASES



CARRY THE WEIGHT  
SAVE FREIGHT

ALAS  
PACKING  
CASES



CARRY THE WEIGHT  
SAVE FREIGHT

# A Lighter Packing Case

The Story of a New  
England Industry that is  
Helping to Solve a  
Vital Problem

*Published by*  
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# A Lighter Packing Case

Located in the Northern, wooded section of New England is an industry about which little has been known, although it is solving one of the most vital problems that confronts manufacturers today.

It is small wonder, perhaps, that the question of a container for shipping goods should have seemed of less importance in the early days, but modern commerce and methods of transportation have made this phase of placing goods on the market as much a matter of science as any particular process of manufacture.

"Atlas" Plywood Box Shooks furnish the natural solution of the present-day packing and shipping problem which makes economy in first cost and saving in weight imperative.

"Atlas" Plywood Box Shooks are made of 3-ply veneer cut from birch and maple. The plies are cross-banded and strengthened with clear spruce cleats.

The principle of saving lumber, increasing strength and improving appearance by building up plies of wood, cross-banded, is not new, but until about fifteen years ago the extra labor necessary made the cost of 3-ply veneer for box shook purposes prohibitive.

However, as in other fields, once the right principle was established, modern machinery solved the problem of cost, until today "Atlas" Plywood Box Shooks, from which "Atlas" Packing Cases are made, are produced at a lower cost than 13/16 lumber box shooks, carry a heavier load, make a wonderful saving in weight of the container, and give greater protection.

Unlike fibre cases, the railroads place no limit to the weight that may be shipped in "Atlas" cases.

With freight rates constantly mounting and the ever increasing necessity of conducting business on a narrower margin of profit, the saving made possible







One of Our Logging Camps



Gasolene Log-Hauler in Operation at Nelson & Hall Company's Plant



Three Million Feet of Hardwood Logs

through the use of "Atlas" Plywood Box Shooks takes on added significance.

Years of experience devoted to packing and shipping problems have resulted in the production of a packing case which is the last word in shipping containers. And these same years of study have placed us in an enviable position as authorities on methods of packing and shipping.

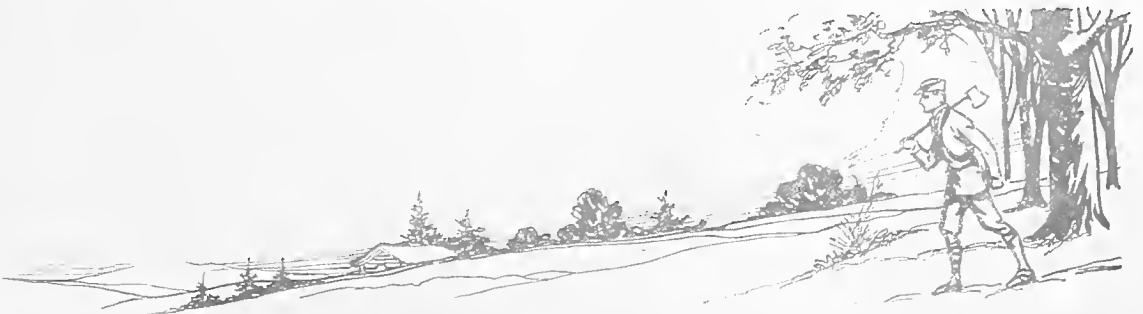
It has been our privilege to supply the demands of many of the largest mills and factories in the Country. Our long experience is placed at your disposal so that you may consult us in our field just as you would seek the advice of an engineering expert regarding the construction of a mill.

No requirements are too large for us to supply. The natural response to the economies of "Atlas" Plywood Box Shooks has resulted in the erection of four large, modern plants, equipped with the most up-to-date machinery, complete with sprinkler systems, and thoroughly protected for permanent operation.

The production of our four large plants located in the heart of the New England timber section where raw material costs are reduced to a minimum, is thoroughly coordinated. All orders are manufactured under the direction of one selling organization. The elasticity of this arrangement is particularly beneficial in the event of conditions beyond control, such as fires, strikes, railroad embargoes, etc.

The enormous acreage of timber lands owned by our companies is definite assurance of a continuous supply for years to come. We carry on our own logging operations; in short, every step in the manufacture of "Atlas" Plywood Box Shooks is carried on under one overhead expense. With this economical and efficient arrangement, it is not strange that "Atlas" Plywood Box Shooks can be purchased for less than 13/16 solid shooks.

Even in as crude an operation as the piling of logs, modern machinery is employed to eliminate labor and danger. In order to save space and take care of the enormous quantity of logs which each plant cuts, it is necessary to pile



them very high. High piling also keeps them in better condition by exposing the fewest number possible to the elements.

The derrick in the accompanying photograph is operated by an electric back-gear hoist capable of handling the heaviest logs with the greatest ease. The logs for each order, as they go into the factory, are cut in lengths to fit the dimensions called for by each customer's requirements. To save lumber a fine band, cut-off saw is used for this purpose.

After the logs have been sawed into blocks of proper length, they are rolled into vats of boiling water and allowed to remain from ten to twelve hours. This softens the fibre of the wood and makes it possible to cut the veneer very thin without danger of breaking.

To one who has never seen veneer cut, this operation is both interesting and instructive. After being soaked, the bark and dirt is removed and the blocks are lifted by compressed-air hoists and placed in a lathe which revolves them against a knife set to cut the veneer the proper thickness.

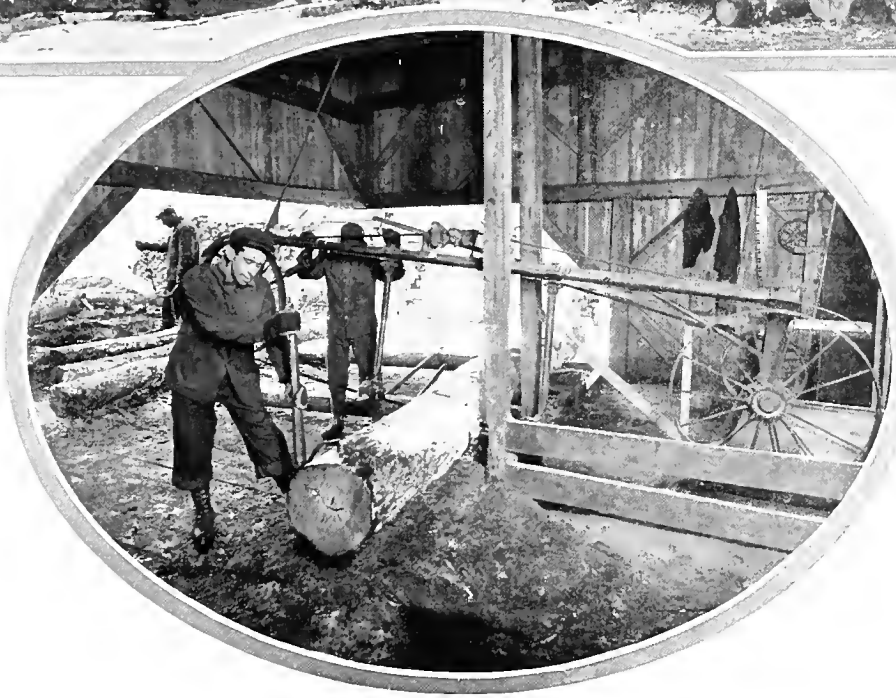
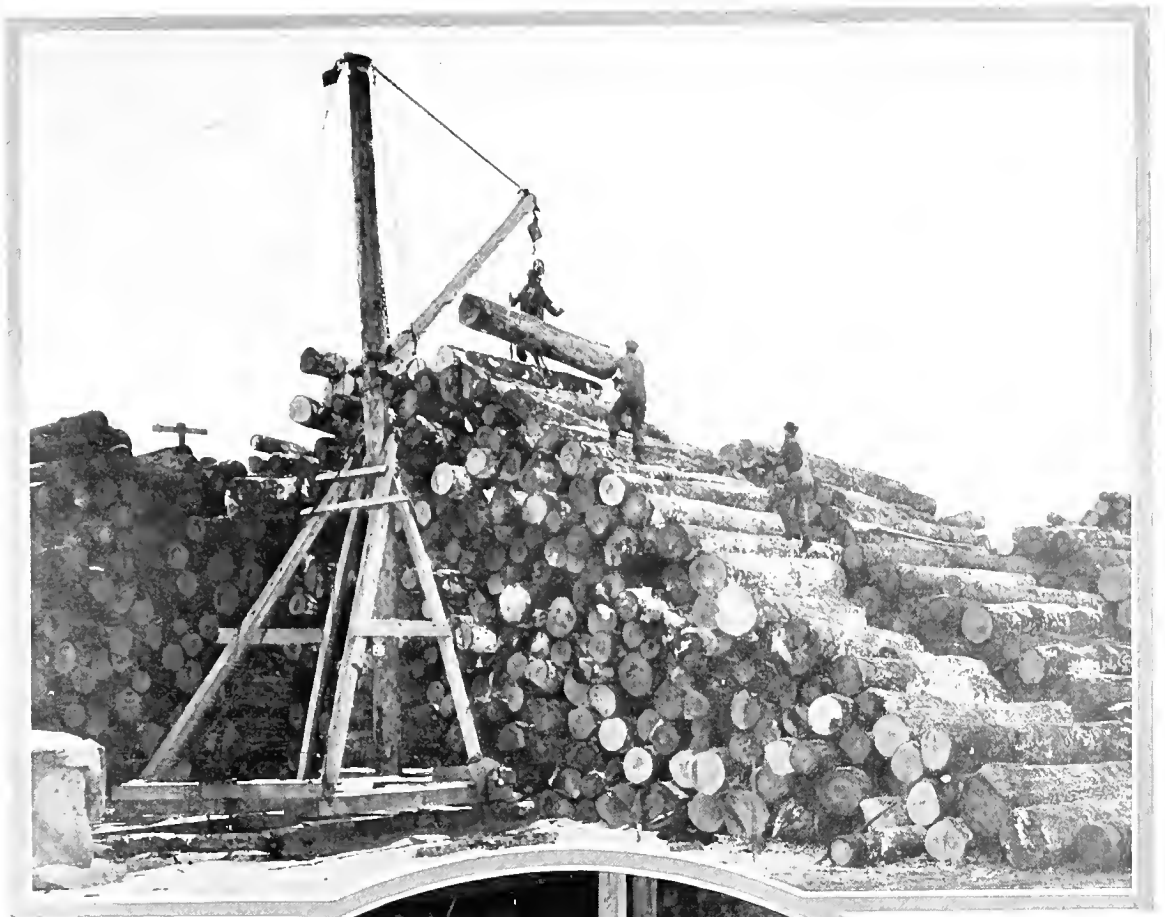
It may be seen from the photograph that the veneer is peeled from the block as it revolves in the lathe and is drawn out on a long table. This long table, set back of the veneer lathe, is equipped with automatic chain gears which pull the veneer up under the slasher, where it is cut for width according to order.

One of the most interesting operations in the manufacture of "Atlas" Plywood Box Shooks is the drying of the veneer after it leaves the slasher. Bear in mind that it is thoroughly soaked from the boiling. It is then fed into a mechanical dryer which is one hundred feet long. The illustration shows one end of two of these dryers, each having two operators.

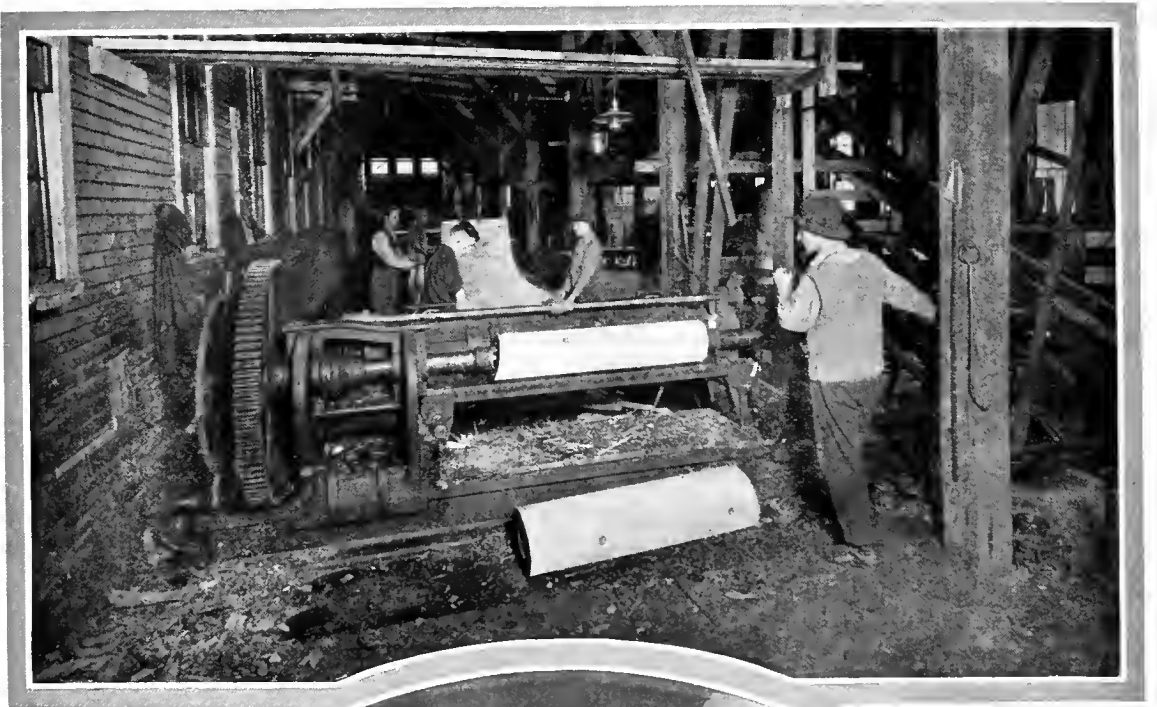
On each end of a machine are two operators, one putting in and the other taking out. One passage of the veneer through this machine which is kept at a temperature of 220 degrees Fahrenheit requires twenty minutes. This thoroughly dries the veneer without taking the life out of the fibre. It is now ready for gluing.







*Upper picture—Log-piler in Operation  
Lower picture—Cutting off Blocks*



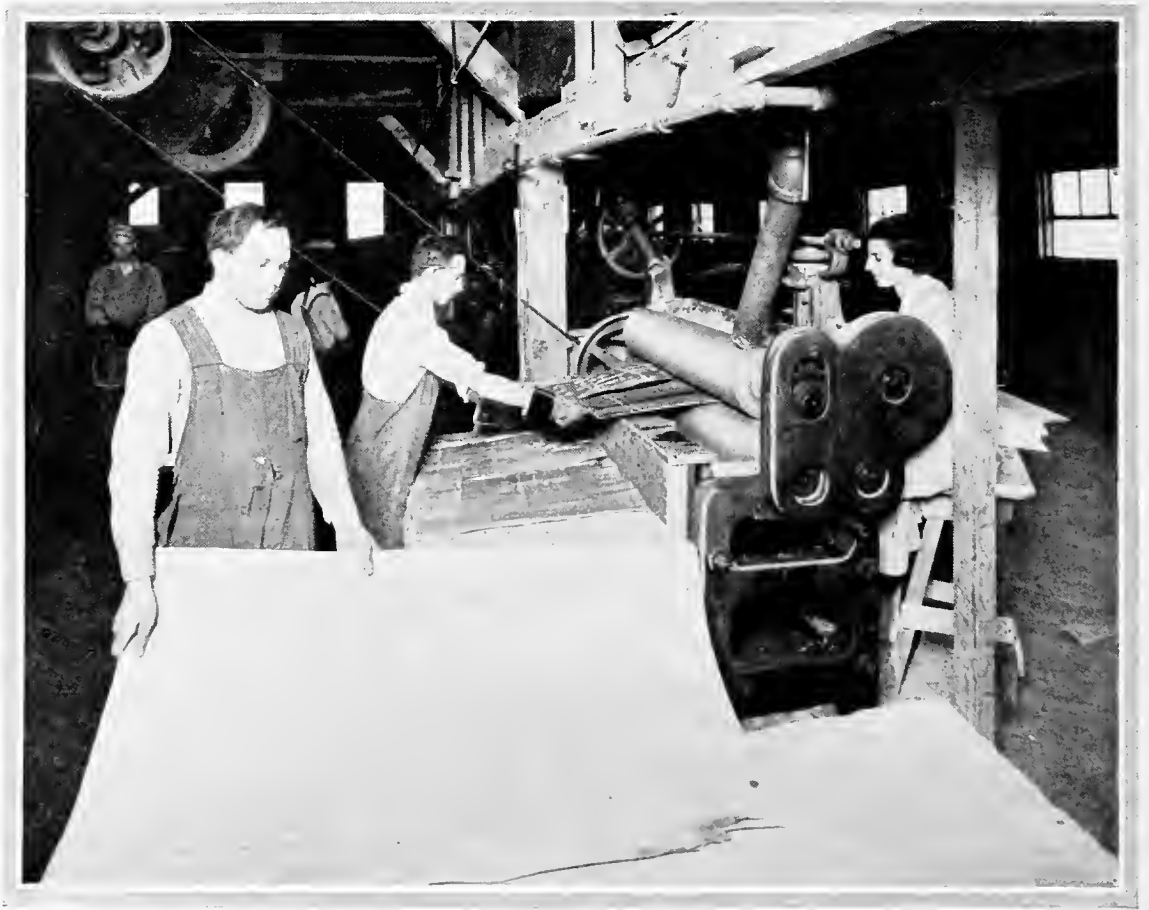
*Upper picture—Cutting Veneer  
Lower picture—Slashing for Width*



Two of Our Mechanical Dryers

The proper gluing of Plywood is of utmost importance. It is here that the 3-ply cross-banded principle is introduced. The center ply, after passing between two iron rolls covered with glue, is laid on a dry sheet of veneer, the grain of which is running at right angles. Another dry sheet is laid on top, the grain of this also running at right angles to that of the glue-covered sheet, and so on until a large pile of these units of dry and glue-covered sheets is laid up. When the pile is of sufficient size, a thick, flat caul is placed on the top and bottom. It is then ready for the hydraulic press.

Varying according to the size of the sheets being glued, hydraulic pressure of from 3000 to 4000 pounds to the square inch is applied, bringing the plywood down to a perfectly flat condition. I-Beams are put in position on the top and



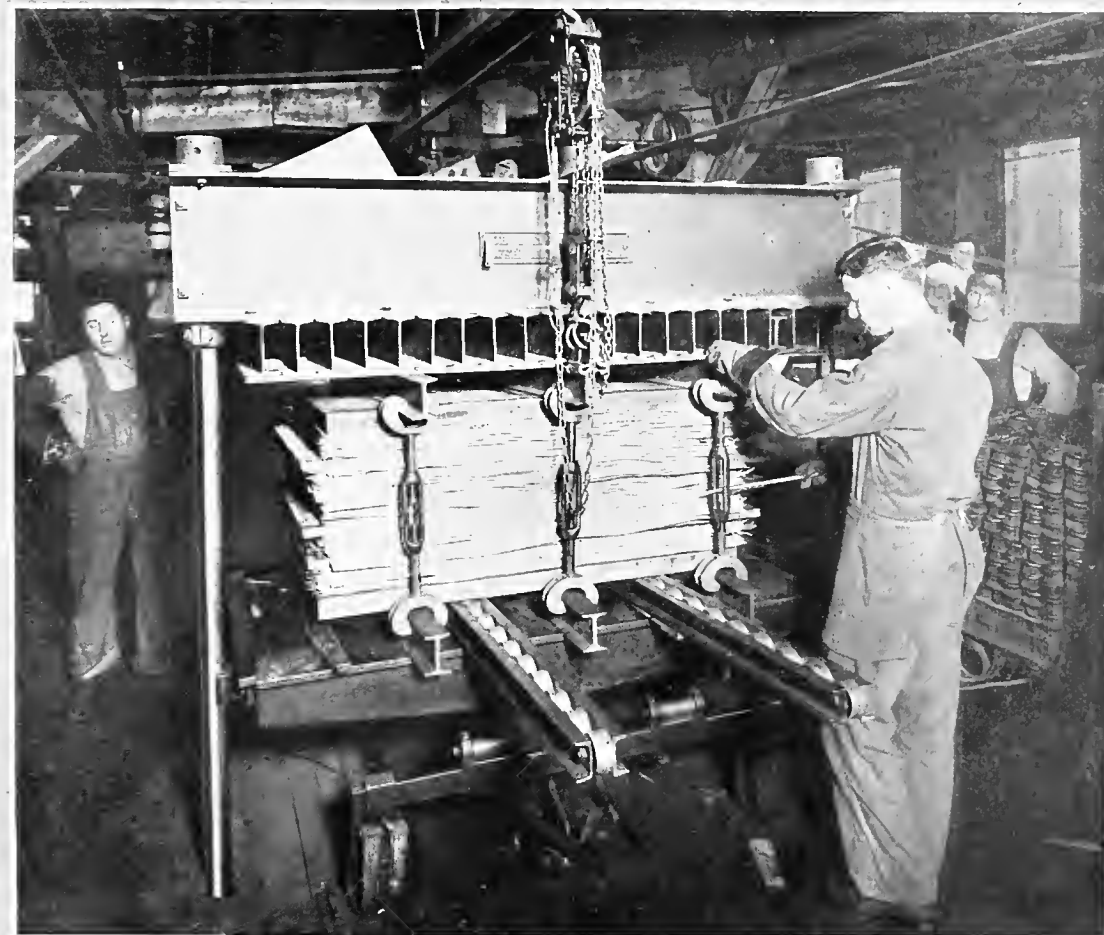
Gluings

bottom of the pack and held by retaining rods. The pack is now taken from the press and placed in dry, warm storage where it must remain for twenty-four hours that the glue may properly set and dry out. The retaining rods are then loosened, the cauls removed and the strong, light, 3-ply panels are ready to be squared on twin circular saws. After the completion of this operation, the 3-ply panels are carefully inspected and sent to the cleat nailing room.

If desired, it is possible at this point to print the panels. Many of our customers have found tremendous advertising value in the beautiful two-color printing which we are able to do with our modern presses, both colors being put on by one operation. Experience has proved that the average "Atlas" Packing Case, made of "Atlas" Plywood Box Shooks, is used three times, so that a printed case, even although it is not carrying its original load, is still carrying on its advertising campaign.

The nailing on of the cleats is accomplished by machinery, each downward stroke of the machine placing one cleat in position. The direction in which the nails are driven is an important feature of "Atlas" Shooks. They are driven through the plywood and clinched on the cleat. This method prevents tearing through the plywood and eliminates the possibility of damage to the contents of the case. You will notice that at each nailing machine is stationed an inspector who carefully looks over the now completed box shook.

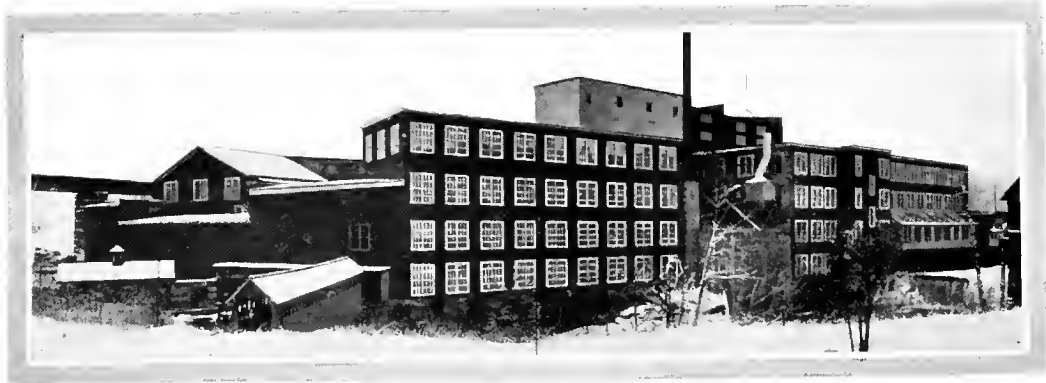
The same diligent care used in the manufacture of "Atlas" Plywood Box Shooks is continued in loading them into freight cars. They are shipped knock-down of course, but ready for immediate assembling. Notice how precisely and carefully they are packed. There is no danger from shunting of cars. Varying with the size of cases being shipped, a carload consists of from five to fifteen hundred knock-down cases.



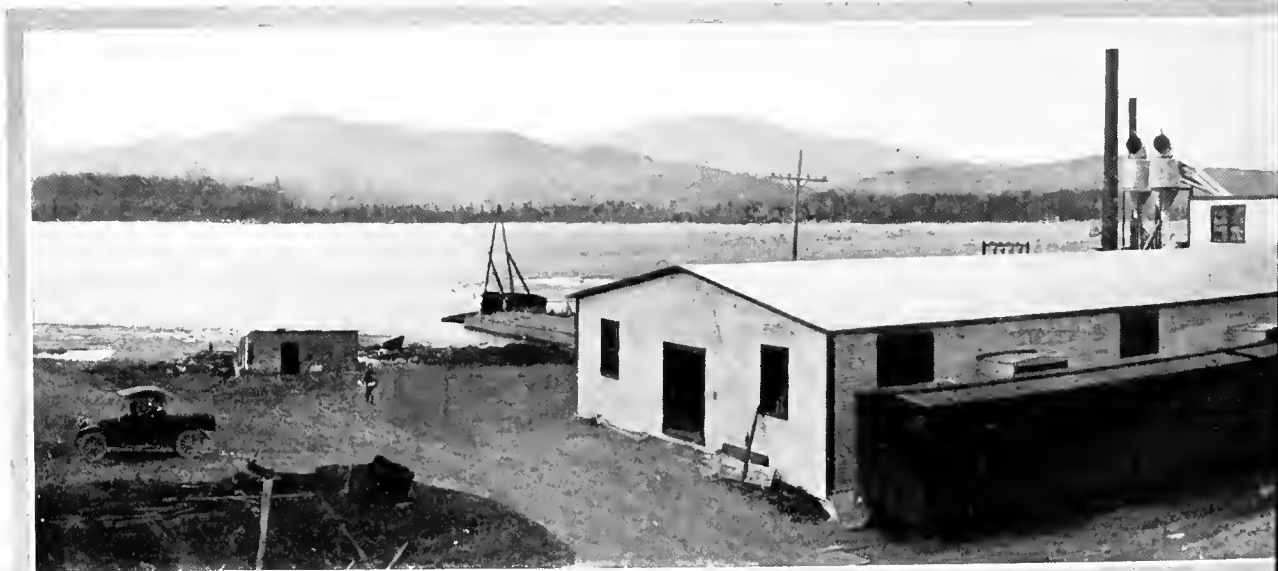
Hydraulic Pressing



Richford  
Compa  
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Blair Veneer Company's Plant at North Troy, Vermont

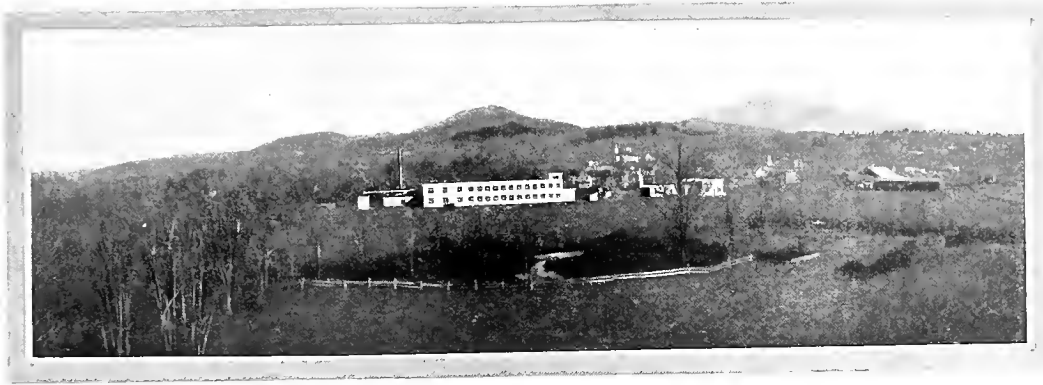


Veneer Products Company's Plant

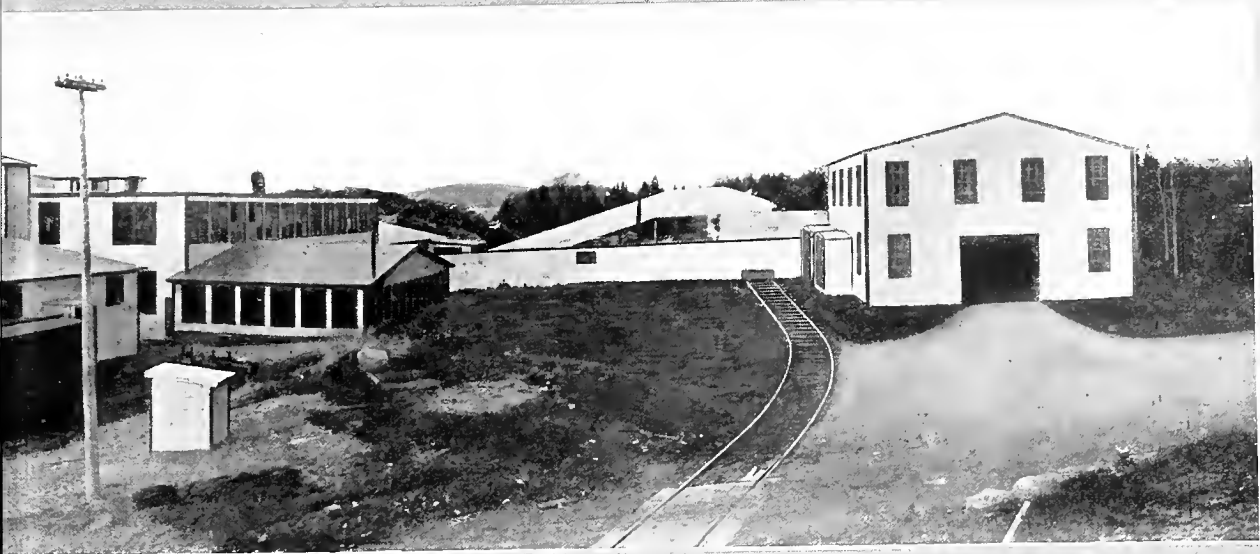




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Nelson & Hall Company's Plant at Montgomery Center, Vermont



osehead Lake at Greenville, Maine

# Location of Plants

Our four plants, located in four separate towns, small enough to be free from labor troubles but large enough to furnish an ample supply of labor, have contributed much to the economical manufacture of "Atlas" Plywood Box Shooks.

Nelson & Hall Company's plant, located at Montgomery Center, Vermont, is surrounded by thousands of acres of the finest veneer timber growing. This plant is comparatively new and has the most modern equipment. The shipping station for this plant is East Berkshire, Vermont on the Central Vermont Railway.

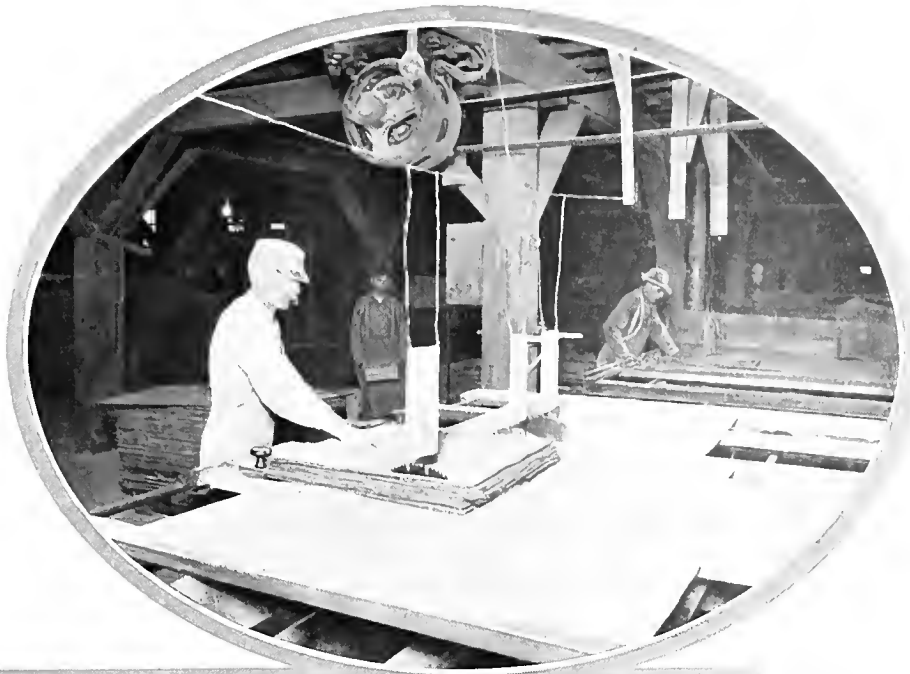
Richford Manufacturing Company's plant at Richford, Vermont, is on the banks of the Missisquoi River only one and one-half miles from the Canadian line, on the direct Canadian Pacific route from Boston to Montreal. This plant can ship over two railroads, either the Central Vermont or the Canadian Pacific. Carloads of box shooks shipped from Richford have been received in Boston within forty-eight hours.

The plant of the Veneer Products Company at Greenville, Maine, is located on the shores of Moosehead Lake. The raw materials used at this plant come from the well-known Moosehead Lake region which is noted for its fine hunting and fishing. This plant is also served by two railroads, the Bangor and Aroostook and the Canadian Pacific.

The Blair Veneer Company's plant, located at North Troy, Vermont, is on the Canadian Pacific Railway. Their own timber holdings of hard and soft wood insure a steady supply for many years.

In addition to their own large holdings in northern Vermont and Maine, all four companies have access to large tracts in Canada, timber from which can be brought in by rail duty free.





*Upper picture—Squaring Panels on Twin Saws  
Lower picture—Printing Panels*



*Upper picture—Nailing on Cleats and Inspecting  
Lower picture—Loading a Car with Atlas Box Shooks*

# Service

The Atlas Plywood Corporation, having the exclusive sale of "Atlas" Plywood Box Shooks and the exclusive jurisdiction in placing all orders at whichever plant expediency demands, is in an enviable position to guarantee service. Each of the four plants being a distinct unit in a different location, means that our customers have the greatest possible protection against the inconveniences sometimes caused by strikes, fires, delays of railroads and other causes beyond control.

With this ideal combination of manufacturing facilities at its command, the Atlas Plywood Corporation has been able to furnish all the box shooks required by even the largest manufacturers, who heretofore have been obliged to buy in two or three different places in order to have the protection of several sources of supply. In dealing with the Atlas Plywood Corporation you actually have four independent sources of supply. Because of our long experience and thorough knowledge of our product, you are absolutely safe in submitting your packing case problems to us. The fact that our business has been founded on the sound principle that each customer must be a satisfied and permanent customer, means that, if in our opinion "Atlas" Plywood Box Shooks will not do your work satisfactorily, we will frankly tell you so.

The rapid growth in demand for "Atlas" Plywood Box Shooks, and the continuous indication of confidence from customers, ably supports the foregoing statement and has made us the largest manufacturers of box shooks in New England.



*Atlas  
Packing  
Cases*

*for*

Cottons

Woolens

Prints

Worsteds

Blankets

Yarns

Hosiery

Underwear

Silks

Gloves

Corsets

Shoes

Buttons

Soaps

Confectionery

Silverware

Rubber Goods

and

wherever

a

Wooden Box

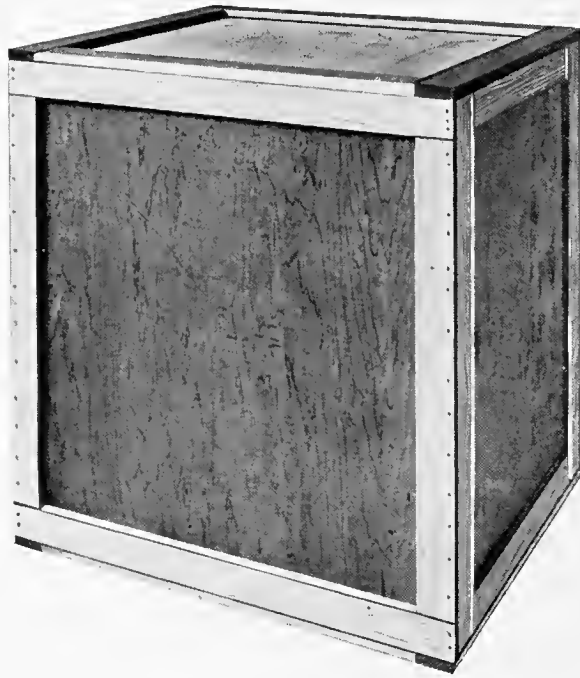
is

required

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*Carry the Weight*

*Save Freight*



**Style No. 1, Full-Cleated Case**

This case is particularly adapted for shipment of cotton, woolens and knit goods. It is capable of carrying as much as 1000 pounds. Notice that each panel is one whole piece, no tongue and groove to pull apart. We guarantee this case to carry as much weight as satisfactorily, and without damage to contents, as any 13/16 lumber case made.

The fact that we have trade-marked our product is an indication of our willingness to stand behind every "Atlas" Packing Case made. It is your guarantee of uniform quality.

When we speak of "Atlas" Plywood Box Shooks we mean "Atlas" Packing Cases in knock-down form.

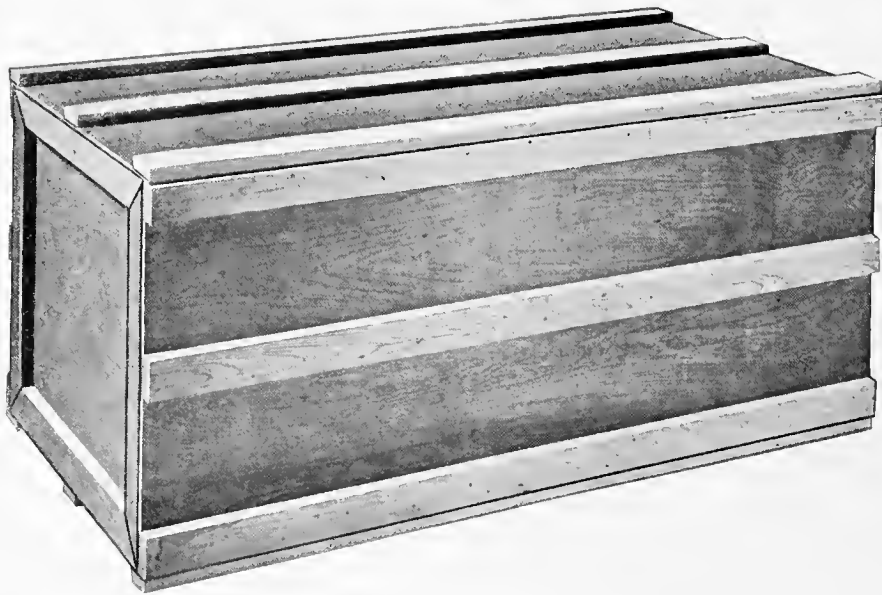




## Special Talking Machine Cases

The Talking Machine industry has for a long time recognized the advantage of "Atlas" Plywood Box Shooks. Their attractive appearance, light weight, and beautiful printing surface, giving great direct advertising value, are some of the reasons for its popularity in this line of trade.





## Automobile Tire Case

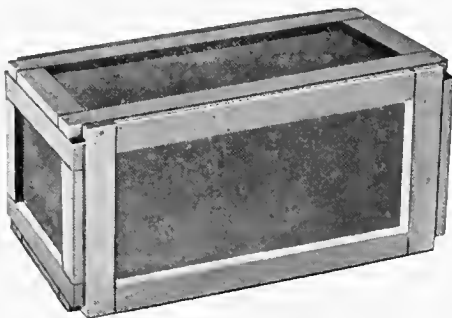
You will notice the construction of this case is such that the four points of contact between the tires and the packing case are reinforced with a center cleat. This is an ideal case for the shipment of any cylindrical product.

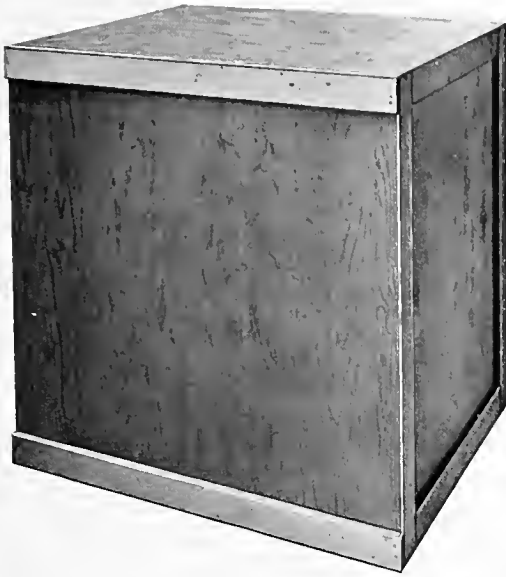
## Interlocking Style, Full-Cleated

A pilfer-proof case, so far as it is possible to make any packing container pilfer-proof. There are two direct nailing surfaces to this box, nails being driven down through the top into the sides and nails also being driven through the ends into the top. It is impossible to open this "Atlas" Packing Case, constructed from "Atlas" Plywood Box Shooks, without the use of a nail puller, and then

it is necessary to take off the whole top.

It cannot be entered by removing a five or six inch board. This particular type is especially favored by manufacturers of silverware, hardware, talking machine records, and other products subject to pilfering, which must be shipped in a very strong container.



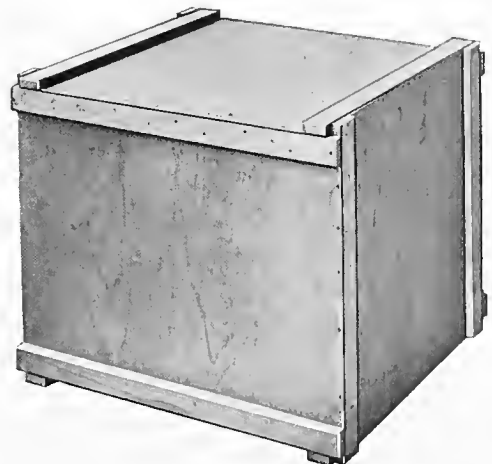


## Style No. 2

This case is particularly adapted for light shipments, such as boots, shoes, hats, and any articles where a clean, tight, light case is required at the lowest possible cost. The elimination of cleats on this case reduces the price but does not impair the efficiency for the shipment of light products.

## Interlocking Style Half-Cleated

A case similar to the above, except that the corners are interlocking, as in the full-cleated pilfer-proof case shown on the opposite page. This style answers the purpose for light shipments where all protection possible against pilferage is desired. It is a very strong case, but exceptionally light.



## How to Order "Atlas" Plywood Box Shooks

"Atlas" Plywood Box Shooks are made in many different styles to fit the individual requirements of customers. In ordering, or asking for quotation, the inside dimensions, length, width and depth should be given, as well as the approximate weight which each case is to carry, the nature of the product to be shipped, and the approximate quantity of each size to be ordered. Our specialty is carload lot shipments, but in some instances, when impossible to order in carload lots, we make less carload shipments.

Although we have mentioned "Atlas" Cases for various specified industries, do not gain the impression that "Atlas" Plywood Box Shooks are unsuited for other work. Wherever a solid wooden case, one-half inch or more in thickness is used, "Atlas" Plywood Box Shooks can be substituted at a great saving in weight, and usually with a saving in first cost.

We are also manufacturers of "Atlas" Plywood Sheets, made of 3-ply veneer with or without cleats, for use on the tops and bottoms of bales in the shipment of textiles, paper, etc.

## Some Facts About Our Business

Sixteen large veneer lathes are required to cut the veneer used in the manufacture of "Atlas" Plywood Box Shooks.

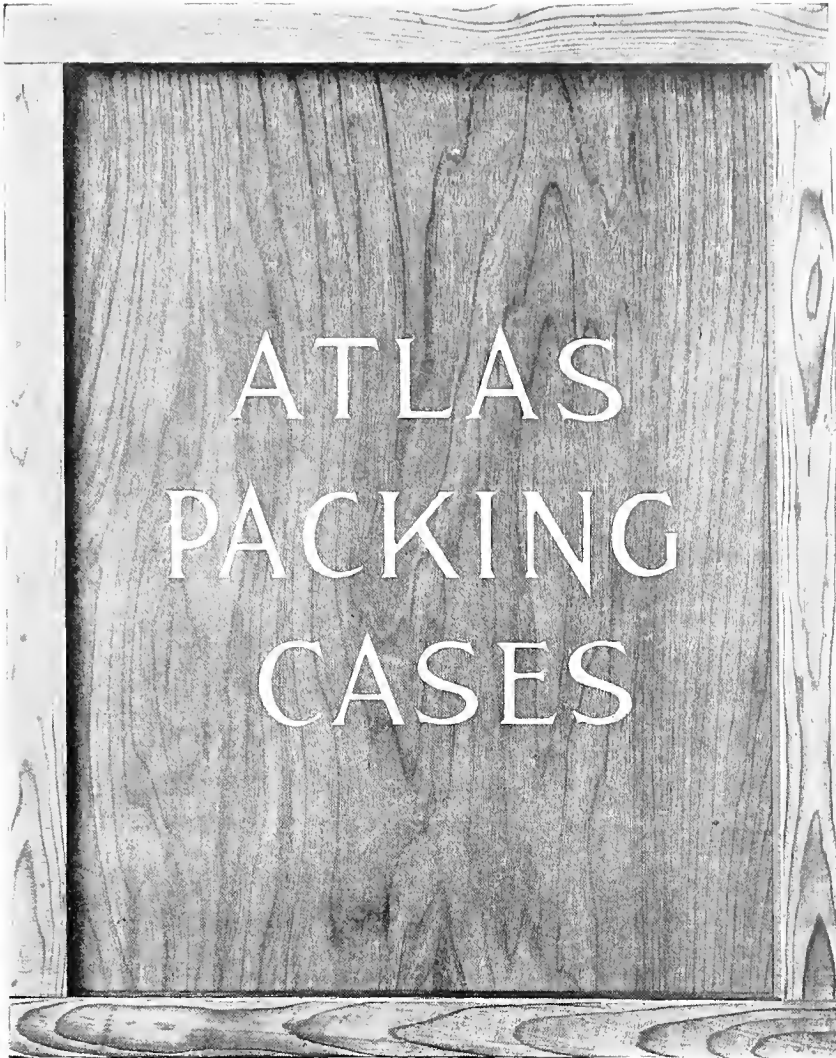
Five hundred running feet of textile dryers are required to dry the veneer.

Total drying capacity: 750,000 square feet of single ply veneer per day.

Total capacity of completed "Atlas" Shooks: 1,600,000 square feet per week of veneer and cleats, requiring 22,500 pounds of glue.

Total capacity of mills: 45 carloads of finished "Atlas" Plywood Box Shooks per week which is equivalent in number of cases to about 75 carloads of solid lumber shooks. This difference is due to the light weight and thinness of "Atlas" Plywood Box Shooks.





*Sold Only By*

**Atlas Plywood Corporation**

10 High Street, Boston, Massachusetts

*Manufactured Only By*

Nelson & Hall Company, Montgomery Center, Vermont

Richford Manufacturing Company, Richford, Vermont

Veneer Products Company, Greenville, Maine

Blair Veneer Company, North Troy, Vermont

*Largest Manufacturers of Box Shooks in New England*







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CARRY THE WEIGHT IN  
SAVE FREIGHT